

How to Use Varenicline video

AUDIO: Music without lyrics playing through the end of the video.

TITLE ARTCARD - TEXT ON SCREEN:

How to Use Varenicline

Varenicline is available by prescription only.

VISUALS: The title text is in a box. The background is animated with pills and colored dots crossing diagonally behind the text box.

TEXT ON SCREEN: Varenicline is a pill used for quitting smoking.

VISUALS: Box lid opens, and pills rotate out and down to sit in front of the box.

TEXT ON SCREEN: Take as directed by your healthcare provider

VISUALS: Doctor shown holding box. Box opens, revealing pills.

TEXT ON SCREEN: and the package instructions.

VISUALS: Open box appears with instructions laid out in front of box.

TEXT ON SCREEN: Begin using varenicline 1 to 4 weeks before your quit date.

VISUALS: Quit date circled on calendar.

TEXT ON SCREEN: You'll start slowly, increasing the dose...

VISUALS: Sun animates within day 1 visual and moves from center screen to lower right corner as a hand holding a pill appears. A face is revealed, and the hand drops the pill into the open mouth. Mouth closes.

TEXT ON SCREEN: every 3–4 days during the first week.

VISUALS: Day 4 visual is shown and the hand with pill reappears. As a face is revealed, day 4 sun turns into a moon, and the background transitions to evening. The hand drops another dose into the open mouth. Mouth closes.

TEXT ON SCREEN: Take varenicline with food or a full glass of water.

VISUALS: A plate of food, silverware, and a glass of water appear. Ice cubes animate.

TEXT ON SCREEN: Proper use will help you avoid side effects...

VISUALS: Solid background.

TEXT ON SCREEN: and stay quit.

VISUALS: An arm with its hand in a “thumbs up” gesture enters the frame.

TEXT ON SCREEN:

Talk to your healthcare provider for help using medicines to quit smoking.

For more help quitting, call 1-800-QUIT-NOW

VISUALS: The text is in a box. The background is animated with pills and colored dots crossing diagonally behind the text box.

TEXT ON SCREEN:

This video is a part of a collaboration with the National Cancer Institute’s Smokefree.gov Initiative.

CDC does not endorse any particular organization, product, or service.

VISUALS: Joint logos of the US Department of Health and Human Services and the Centers for Disease Control and Prevention.